Hands On®

July / August 2005

The Newsletter of the American Massage Therapy Association

Georgia and Nevada Become 35th, 36th States to Regulate Massage Therapy

On May 10, 2005, Georgia Governor Sonny Perdue signed Senate Bill 110 into law. Senate Bill 110 was passed on February 16; the House amended the bill and passed it on March 31. The new "Georgia Massage Therapy Practice Act" will go into effect when funding is appropriated and provides for licensing of massage therapists.

A copy of the bill is available on the Georgia Legislative Web page at http://www.legis.state.ga.us/legis/2005_06/versions/sb110_AP_9.htm.

Nevada followed on June 10, when Governor Kenny Guinn signed a bill into law establishing regulation of the massage therapy profession in the state of Nevada. Nevada becomes the 36th state (plus the District of Columbia.) to regulate massage therapy. This new law reflects 15 years of hard work by the AMTA Nevada Chapter and massage therapists throughout the state. The new massage therapy licensing law goes into effect July 1, 2007.

AMTA congratulates all those involved in both states for their dedication and hard work getting this legislation passed.

AMTA Government Relations Program Taking Shape for 2006

The goal of AMTA's developing government relations program is to proactively pursue massage therapy licensure in every state. AMTA's envisioned future is that eventually there would be portability for massage practitioners between licensed states.

That would mean in the future, a massage therapist could be licensed in one state, move to another state and have his or her professional status recognized toward acquiring a license in the new state.

"We are beginning more focused support for chapters to accomplish licensure in all states," says Dolly Wallace, Government Relations (GR) Chair. "We are still developing strategies, policies and procedures, but we have a clear goal in mind for where AMTA believes the profession should go. It's about establishing the credibility of our profession in every state."

> "We are beginning more focused support for chapters to accomplish licensure in all states."
>
> —**Dolly Wallace**
> *Government Relations Chair*

When the GR program is up and running in May 2006, the resources and experience of volunteers will be tapped to most effectively implement AMTA GR efforts throughout the country. This will be a program with a nationwide approach to GR, designed to accomplish the goal of licensure in all states. It will be implemented by AMTA's new Director of Government Relations, Bill Brown, who has worked with other national professional associations to establish consistent regulation by states.

AMTA recognizes that the most effective means to regulate the profession and benefit both practitioners and the public is state licensure, and that licensing laws will eventually facilitate portability for massage therapists.

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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PRESIDENT'S LETTER

Sacred Cows And Olive Branches

Sacred Cow: A process, program, rule or things we do or ways we react to people because "we have always done it that way."*

Olive Branch: A universal symbol of peace, goodwill and forgiveness.

Change and forgiveness are two of the most challenging things to accept and do in life. I often wonder how many times each of us has said as our reason not to change, "because I have always done it that way."

I know I have sometimes clung to ideas or concepts because they were safe and familiar—even at times when anyone looking from the outside into my life would clearly see the more obvious solution: *to let go and try something new.*

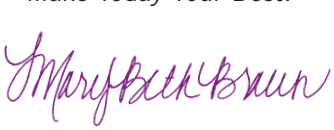
Letting go of the old ways of doing or thinking about things is most certainly the key to moving forward and growing in a better direction. Letting go of the "sacred cows" in our lives opens the door for new—and perhaps greater—things to arrive. Furthermore, the more we cling to what isn't working, the less space there is to fill up with those greater things.

You might also cling to the "sacred cow" of how you react toward certain people in your life, both personally and professionally. I think it is natural to react to people in a certain way based upon each of our unique experiences in life. With these experiences we filter and react to people through our own lens. I strive to be aware of this in myself so I can find the opportunity to see who the person really is in front of me so I can act appropriately to the situation in a real way.

Sometimes I win and sometimes I lose. When I fail, I know that sometimes I need to offer an olive branch, as forgiveness comes easier, which, in turn brings me and the other person more peace and definitely creates more goodwill.

My questions to you are: What are the sacred cows in your life? And is there someone or a group of people who you should consider extending an olive branch?

Make Today Your Best!



Mary Beth Braun
AMTA President

**As heard in a Leadership Outfitters training program, adapted from* Sacred Cows Make the Best Burgers *by David Brandt (Warner Books, 1997).*

"Massage: A Key To A Healthier You"
October 23—29, 2005

Three Tips To Help You Plan For National Massage Therapy Awareness Week® (NMTAW®)

It has been eight years since AMTA began promoting the benefits of massage to the public through National Massage Therapy Awareness Week. Throughout the years, there have been many themes, many participants and many successful events. But one thing remains the same. Each year NMTAW educates more and more people on the benefits of massage while building consumer preference for AMTA massage therapists. This year NMTAW is October 23–29 and the theme, *Massage: A Key to a Healthier You,* will promote the importance of massage as part of a healthy lifestyle.

How will you participate this year?

Start thinking about how you can participate in this year's NMTAW. In fact, it's the perfect time to start planning your activities. Here are some tips and suggestions on what you can do now to ensure a successful week.

- Brainstorm about how you can tie in this year's theme, *Massage: A Key to a Healthier You,* to an activity, event and/or media contact. Be creative and think about what specific information will be of interest to the public. Is there a new group of people you could target with this year's message? Remember, you don't have to plan an elaborate event to get the message across. Even a simple postcard sent to your clients can be effective.
- Make the NMTAW message relevant to people in your area. The AMTA National Office will be issuing a press release announcing NMTAW and the results of the 2005 Consumer Survey. Visit the AMTA Web site the week of October 10 for the latest information. Tie the theme to something that is of local interest to get a better public response.
- Contact your Chapter to find out what they are planning and how you can get involved. If you have a great idea for NMTAW, share it with your Chapter. This is a great time to get to know other AMTA massage therapists in your area for a fun week of promoting your profession.

NATIONAL MASSAGE THERAPY AWARENESS WEEK®
A Key to a Healthier You
OCTOBER 23-29, 2005
American Massage Therapy Association®

NMTAW is the most effective national activity to promote the value and benefits of massage. It's so important to have a nationally recognized week dedicated to educating the public about massage therapy, while building consumer preference for AMTA massage therapists. Each member's contribution is critical to the success of this week. One person can make a difference. The NMTAW logo will be available on the AMTA Web site.

If you have questions about how you can participate in National Massage Therapy Awareness Week, contact Karla Karapetian at the National Office at kkarapetian@amtamassage.org or 877-905-2700, ext. 133.

quick tips!

Anchor Your Routine

Most of us can't seem to make the time for ritual. And yet we overlook how rituals are a part of our daily routine—washing the dishes, watering the plants, or folding the laundry. While some of these chores may be loathsome, they can be a source of meditation and inner reflection. Daily habits can anchor your thoughts and feelings…. This morning, take five minutes to turn a normal everyday habit into a mindful opportunity for deeper introspection. Consider the following instructions as a guide:

- Select an activity or chore that you can commit to for five minutes, such as emptying the dishwasher.
- Clear your mind of all cluttered thoughts and worries.
- Focus on the movements of your body to achieve this task.
- Be mindful of your breathing.
- Take notice of the natural rhythm of your hands, arms, legs and torso.
- Take a moment to fully experience the satisfaction of completing the task. Imagine a lightness of being because you now have one less thing to do today.

Excerpted with permission from Five Good Minutes: 100 Morning Practices To Help You Stay Calm & Focused All Day Long *by Jeffrey Brantley, M.D., psychiatrist and founder/director of the Mindfulness-Based Stress Reduction Program at Duke University's Center for Integrative Medicine and New Harbinger Publications, April 2005.*

Notes from the June Board Meeting

The AMTA Board of Directors met June 10, along with Massage Therapy Foundation President John Balletto, to discuss plans for fiscal year 2006-2007 and how the association will build on successes from recent years.

The Board then held its regular June meeting, where it:

- Completed its annual review of AMTA's financial situation, showing the association is in excellent financial shape; and,
- Formalized in AMTA Policy the adoption of the Code of Ethics for School Members, as recommended by the AMTA Council of Schools Board. (You can read the Code of Ethics in the Members' Section of the AMTA Web site.)

Comment on Proposed AMTA Bylaws Changes

The Board will consider changes to bylaws at its September meeting. Members are encouraged to comment on the proposed bylaws changes through the AMTA Web site. The proposed changes would affect the Commission on Candidacy, eligibility for AMTA national offices and handling of vacancies. Other proposed changes would affect responsibilities, accountability and authority for national board members.

Go to the AMTA Web site (www.amtamassage.org) to read the details of the proposed changes and offer your comments. Login to the Members' Section and scroll down to the "Voice Your Opinion" link for more information.

AMTA Position Statements Process For HOD

Two members proposed position statements through their delegates for consideration at this year's House of Delegates (HOD) meeting on September 22. The volunteer Position Statements Proposal Review Workgroup, staff and AMTA's attorneys reviewed the proposals for alignment with AMTA Board of Directors-approved guidelines and found, regrettably, that neither of the proposals met the guidelines.

Because no proposals will move forward in the process this year, the House of Delegates Operations Committee (HODOC) wants to help delegates better understand the nature of position statements and how to write and submit them. Therefore, the HODOC will include training on the position statements process as part of orientation for delegates just before the HOD meeting.

Members can submit proposals for position statements through their delegates throughout the year. For a full explanation of the guidelines for writing and submitting proposals, visit www.amtamassage.org/member/positionintro.html on the AMTA Web site. You also can read a sample proposal for a position statement to better understand how one should be worded and supported.

Changes On The AMTA National Board Of Directors

On April 28, 2005, AMTA's Board of Directors accepted the resignation of President-Elect Jeanne Girard, effective May 1, 2005. The Board of Directors expresses its great respect for and admiration of Jeanne, and honor her dedication to AMTA.

In keeping with AMTA Bylaws and Policy, the association has carried out processes for vacancy and succession. This means that President Mary Beth Braun and Immediate Past President Laurel J. Freeman will continue to serve in their positions until February 28, 2007. Per the AMTA bylaws, the voting process will be carried out at the next regularly scheduled time (Fall/Winter 2005) to elect all vacant national board positions.

On June 10, 2005, the AMTA Board of Directors accepted the resignation of Board Member at Large George Schwind for personal reasons related to family matters. The Board is in the process of following standard policy for filling this vacancy on the Board and will announce the new member soon.

Look For Volunteer Opportunities On AMTA's Web Site

To better serve AMTA members, the Volunteer Center debuted on the AMTA Web site in March 2005. The Volunteer Center includes the AMTA Volunteer Database, which allows members to fill out an online application for volunteering and to search for available volunteer opportunities at both the chapter and national levels. The database enables AMTA to better match volunteers with their interests, experience and available time commitment.

AMTA encourages all members to volunteer in some way to experience the full benefit of their AMTA membership. Volunteering is a great way to interact with other members and gives you the opportunity to have an impact on your profession. Most importantly, it's fun.

Check out the AMTA Volunteer Center by logging into the Members' Section of www.amtamassage.org and clicking on the "Volunteer Center" link. If you have any questions, please contact Monica Love, volunteer development manager, at mlove@amtamassage.org or 877-905-2700, ext. 115.

fingerprints

Volunteers Turn Out For Florida Legislative Awareness Days

Florida Chapter members take part in Legislative Awareness Day.

In March, massage therapists from the AMTA-Florida Chapter gathered at the Florida State Capitol to provide chair massage to legislators and their staffs.

"We had the opportunity to work with people whom had never received a massage before," says John Dugish (FL)," legislative chair of the Florida Chapter. "Most importantly, we shared the experience of massage with the legislators who govern our profession."

Students from The Core Institute and Soothing Arts also helped out.

While there, volunteers also given a tour of the Senate Chamber, which included photo opportunities and use of the chamber to present a make-believe bill, have a discussion on it and then vote.

"Massage Therapy is growing exponentially each year," Dugish says. "As we grow we want to ensure that our needs are meet by our legislators and that we can bring an awareness of what we do."

Dugish is already making plans for next year. If you are interested in volunteering to be on the committee for the Legislative Awareness Days in 2006, contact Dugish at 904-797-2099 or at awarenesstherapy@yahoo.com.

Washington Member Voted "Best Massage Therapist" By Local Magazine

Washington member Denise Holland was voted "Best Massage Therapist" by a local business journal.

Denise Holland (WA) was voted "Best Massage Therapist" as part of *The Wenatchee Business Journal's* 2004 Readers' Choice Awards. The monthly publication highlights businesses in the Wenatchee, Washington, area.

Holland's interest in massage began in high school when she was a member of the swim team. Her parents would help her rub out the aches in her arms and legs that came with her swimming. This piqued her interest in massage, and a few years later, she was studying massage with Heida Brenneke, founder of the Seattle-based Brenneke School of Massage. She has been practicing massage ever since.

Holland regards massage as something that complements a person's overall health care. "Where one [form of therapy] ends, the other one begins," she says. "I'm not the only answer or the last stop."

**Parts of this article originally appeared in the February 2005 issue of* The Wenatchee Business Journal.

web @ bytes

Members' Section Of Web Site To Get A Makeover

In an effort to improve navigation, the Members' Section of the AMTA Web site, will be redesigned by late summer. The goal of the new look is to assist you in finding the information you need–fast.

Following are some of the highlights:

The Marketing Center offers you advertising, public relations and Web-related materials to help you build and grow your practice. Need fresh ideas to gain more clients? There are articles available, such as "An Idea For Marketing On-Site Chair Massage." There is also a sample press release you can use to announce your practice. Here you can also find the Member Newsletter Program, which lets you send your own full-color, graphic-enriched newsletter to your clients and prospects.

And don't forget about the Member's Online Web Development Program, which allows every member to have a Web site that is easy to create and update.

The Chapter Center helps you find all the important chapter information, including an interactive chapter officer roster that displays the contact information for key chapter contacts.

The Benefits Section will help you locate all relative AMTA information, such as key benefits, insurance programs and an online version of AMTA's *Member Benefits Guide.* In this section you'll find your benefits categorized by how AMTA lends to your Professional Credibility, offers you Continuing Education opportunities and supports you with the most Information Resources in the profession.

In the Members' Section, you'll also find the Community Builder, which is a communication forum for members, chapters and volunteers to connect and share information and ideas. You'll be able to easily communicate with other members within your communities, as well as post events, view announcements and view new job openings.

All of these sections will soon be found by logging on to the Members' Section at www.amtamassage.org.

Does your chapter have a Web site?

If so, you can enter your site into the AMTA 2005 Chapter Web Site Award Competition at www.amtamassage.org/member/competition.html. The winner will be announced at the AMTA 2005 National Convention in Albuquerque, New Mexico, September 21–24.

"Enliven Your Classroom" At This Year's COS Teachers Conference

Join the AMTA Council of Schools (COS) for its annual Teachers Conference, August 11–14, in Secaucus, New Jersey.

This year's theme, "Motivate Yourself: Enliven Your Classroom," offers CE courses, an Exhibits Marketplace to browse vendor booths and a chance to network with your peers to discuss common concerns you face as educators.

Be sure to attend the Teachers Forum on August 14 from 9 a.m. to 12 p.m. The topic will be "Teaching and Classroom Issues," and participants will be discussing two key points: Educator vs. Trainer, Which Are You? and challenges: Younger and Immature Students. Those who attend the discussion will earn 3 continuing education hours.

Early registration is still available until July 29; the current rate for members is $365. Visit www.amtamassage.org to register. For more information about the conference, call 877-905-2700, ext. 143.

Some Services No Longer Covered By Professional Liability Coverage

As of July 1, Marsh Affinity Group Services, a service of Seabury and Smith, the administrator on AMTA members' professional liability coverage, has advised AMTA that the carrier, Chicago Insurance Company, will no longer cover colon hydrotherapy and colonics.

If you have any questions regarding this change, or anything else about your insurance coverage, contact Marsh at 800-503-9230. A representative is available to take your call Monday through Friday from 8:15 a.m. to 5 p.m. Central time.

MASSAGE THERAPY FOUNDATION

Congratulations to the Winners of The First Annual Student Case Report Contest

The Massage Therapy Foundation case report contest promotes research literacy in schools by integrating research into schools' existing educational processes. With the support and cooperation of schools, students can learn to write a research case report and simultaneously begin to incorporate research into their practice habits.

This year's winners are:

Gold Award Winners: **Michael Hamm**, Brian Utting School of Massage, Seattle, Washington and Susie Young, Southwest Academy of Healing Arts, Cedar City, Utah.

Honorable Mention: **Amy Bilyk**, Brian Utting School of Massage, Seattle, Washington.

Register Now For "Highlighting Massage Therapy In CAM Research"

The Massage Therapy Foundation will sponsor "Highlighting Massage Therapy In CAM Research," a three-day conference, running September 25-27. It immediately follows the AMTA National Convention (September 21-24) at the Sheraton Old Town* in Albuquerque, New Mexico.

The conference will bring together researchers, massage therapists and massage therapy educators for presentations about massage therapy research, panel discussions, poster sessions and networking opportunities, which include special interest groups on specific research topics.

**Please note that as of September 1, the hotel name will change to Hotel Albuquerque at Old Town.*

REGISTER NOW for the conference. Visit www.massagetherapyfoundation.org or call 847-869-5019, ext. 135.

Keynote presentations are:

- **"Nurturing A Culture Of Professionalism And Inquiry: Our Journey Toward Research Literacy and Capacity"** – *Trish Dryden, M.Ed.,RMT, Centennial College,Toronto, Canada.*
- **"Evidence-Based Massage Therapy"** – *Edzard Ernst, M.D.,Ph.D.,FRCP, (Edin.),Complementary Medicine, Peninsula Medical School.*
- **"Researching Massage Therapy: The NCCAM Perspective"** – *Richard L. Nahin, Ph.D., M.P.H., National Center for Complementary and Alternative Medicine.*
- **"Alternative Methods For Researching Complementary, Alternative and Integrative Medicine"** – *James L. Oschman, Ph.D., Nature's Own Research Association.*

The Foundation Wants To Stay In Touch With *You*

If you would like to hear from the foundation via E-mail, please send a message to info@massagetherapyfoundation.org with your name and preferred E-mail address.

education

Reach Your Potential in Albuquerque!

Keynote Address
Brian Tracy

Continuing Education

Prosperous Massage – Mary Avarello and Shoona Cook

The Effects Of Repetitive Movement On A Muscle – Mark Bigelow

Herbal Tonic Therapy For Chronic Stress – Mitch Coven

Breast Massage I and II– Debra Curties and Pamela Fitch

Taking Care Of Yourself While Caring For Others – Bob Czimbal

Sensory Receptors…Rebels Without A Pause? – Erik Dalton (16 CEs)

Ethics As Self-Care – Kathy Ginn

Ashiatsu Oriental Bar Therapy™: Basic Introduction – Ruthie Piper Hardee

Creating Beauty With Healing Hands – Nina Howard

Seated Myofascial Techniques For Head & Neck Pain – Robert King

Advanced Myofascial Techniques: Neck & Head – Til Luchau

Accepting Doctor Referrals & Insurance Cases – Vivian (Madison) Mahoney

The Actual (Complete) Billing Process – Vivian (Madison) Mahoney

Understanding The Need For Safe Boundaries – Nina McIntosh

CranioSacral Therapy℠ – The Light Touch – Eric Moya

Overcoming Back Problems – Meir Schneider

Seated Therapeutic Massage for the Forearm, Wrist & Hand – Ralph Stephens

Fibromyalgia & Associated Disorders: The "Invisible" Diseases – Ruth Werner

Pain Management & Self-Care – Cynthia Wheeler

Correcting Foot Alignment & Function Through Yamuna Body Rolling – Yamuna Zake

Preventing Repetitive Stress Injuries With Yamuna Body Rolling – Yamuna Zake

Looking At The Literature – Ravensara S. Travillian

An Overview Of The Research Process – Glenn M. Hymel and Martha Brown Menard

Massage Therapy Research Protocol Development – Christopher Quinn, Cynthia Price and Kay Monahan

Top-notch Education Offered In Albuquerque

Educational opportunities abound for everyone at this year's AMTA 2005 National Convention, which will be held in Albuquerque, New Mexico, September 21–24. Whether you are a new therapist just starting out, or have been practicing for several years, there is a wide range of classes this year especially suited for your level of expertise. Expect the brightest in the industry to take you through in-depth demonstrations and lively discussions.

At this year's convention, you'll leave with valuable, real-world skills and up to 19 hours of continuing education. (See sidebar at left for a full list of classes.)

Naturally, you'll want to take advantage of this city's world-class entertainment, including the historic Route 66. (For a list of city sights to take in during your down time, be sure to checkout the Fall 2005 issue of *Massage Therapy Journal,* which will include a comprehensive 16-page guide to the convention and the city itself.)

Early registration is now available to all AMTA members for $359. Hurry, because after July 29, rates jump to $439. That's a savings of $80! Plus, many classes do sell out, so the sooner you register, the more likely you are to get into all the classes you want.

We make it easy to register! Simply go online to www.amtamassage.org, and click on the link to the AMTA 2005 National Convention. More information and a registration form are available.You can also register or request a convention brochure by calling 877-905-2700, ext. 143.

Calendar

August 11–14
AMTA COS Teachers Conference
Secaucus, New Jersey
Contact: 877-905-2700, ext. 143

August 12–14
4-State Regional Conference
Missouri, Kansas, Arkansas and Oklahoma
Lake Ozark, Missouri
Contact: 314-781-3494
E-mail: butmomwhy@charter.net

September 18–20
AMTA Board of Directors Meeting
Contact: 877-905-2700, ext. 157

September 21–24
AMTA 2005 National Convention
Albuquerque, New Mexico
Contact: 877-905-2700, ext. 143

September 25–27
Highlighting Massage Therapy In CAM Research
Massage Therapy Foundation
Albuquerque, New Mexico
Contact: 847-905-1667

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